

HEBER CREEPER

P.O. BOX 69, HEBER CITY, UTAH, 84032

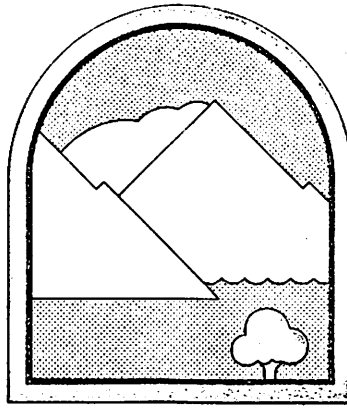
PHONE: (801) 654-2621

May 31, 1974

GENERAL NOTICE TO BOARD OF DIRECTORS

Board of Directors meeting will be held June 13, 1974,
at 5:30 P.M. at the Ashton Oil & Transportation Office,
40 East 100 North, Heber City, Utah.

- Agenda:
1. Minutes of previous meeting
 2. Progress report on operations
 3. Old business
 4. New business



***Wasatch Economic
Development Committee***

Wasatch County Court House
25 North Main, Heber City, Utah 84032
(801) 654-3444

June 10, 1974

Gentlemen:

On Wednesday, June 12th, we will have as our guests Mr. Bob Beeler of the Tensor Division of Venturi International Corporation, and their board chairman, Mr. Earl Worsham. Their firm finances industrial buildings, industrial parks, private and tax exempt ventures. Their concept is relatively new, but has been very successful in working with small communities and independent manufacturers and business people in the southeast and midwest. This will be their first sojourn into Utah and we are pleased to have them in Heber first.

In addition, Mr. Bruce Armstrong, Director of Four Corners for Utah, will also be at this meeting and will participate in the meeting.

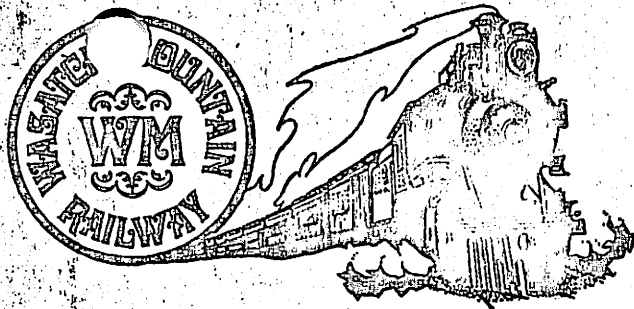
This could be a very important meeting for our committee and interested officials and citizens. Your attendance is urgently requested as I'm sure there will be many questions asked and answered.

DATE: Wednesday, June 12th
TIME: 3:00 p.m.
PLACE: Blue Room, County Courthouse

Thank you,

Ray Quinn
Coordinator

RQ:sc



HEBER CREEPER

P.O. BOX 69, HEBER CITY, UTAH, 84032

PHONE: (801) 654-2621

MINUTES OF BOARD OF DIRECTORS MEETING

June 13, 1974

PRESENT: LOWE ASHTON
JAMES RITCHIE
C. H. NIELSON
W. R. BUDD

JACK BOGGESS
DEL WALLENGREN
GORDON MENDENHALL

ALSO PRESENT: REY ARNOLD

Rey Arnold read the minutes of the Board of Directors Meeting held May 13, 1974. Del Wallengren moved that they be accepted as read. Gordon Mendenhall seconded. Motion carried.

Lowe Ashton reported that the diner/lounge concessionaire contract has been signed.

Del Wallengren reported on the success of the day diner - He indicated our ticket sellers were doing an outstanding job of selling at the window.

Del Wallengren discussed the problem of "no-shows" - persons who make reservations but fail to show up - - on the NIGHT TRAIN. Of the number of possible solutions, it was agreed to make the reservation very firm - almost a guaranty.

Rey Arnold gave a brief financial report indicating that May, 1974 gross sales had quadrupled 1973 and that June, 1974 (through June 12) was running 55% ahead of 1974. He indicated we could repay the \$10,000 operating capital loans by next week and that we had met the June 10th payables without having to borrow more. He reported that start-up costs in salary and other payables had been heavy, and that the company was exceeding budgeted expenses in relationship to gross so far. He reported we have \$10,000 in group and charter sales booked from this point in the season on.

James Ritchie registered some suggestions regarding the NIGHT TRAIN:

1. It has been consistantly late in leaving the Depot, stays too long at the dam, and gets back too late.
2. The waitress uniforms should look more like train uniforms.
3. The train lacks music and entertainment.
4. The train should honor Mastercharge and BankAmericard.
5. The lounge should sell cigarettes.

After considerable discussion, the following conclusions were reached;

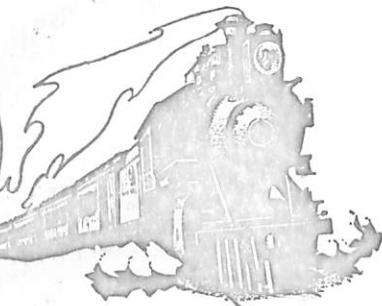
1. The ride is too long for non-drinkers and too short for drinkers. We should shoot for a compromise.
2. The uniforms may or may not change.
3. Music will be provided- -To hire entertainment would necessitate raising prices on setups in the lounge.
4. The train will honor BankAmericard- -Not Mastercharge.
5. The lounge will sell cigarettes.

NOTE: It has been suggested that the starting time, 7:30 P.M. may be a little early for working people trying to get here from Salt Lake City. Perhaps we should consider an 8:00 P.M. departure.

Lowe Ashton indicated we were approaching the point at which we should consider expanding the number of NIGHT TRAINS per week. He felt if we could book 50 or more it would begin to pay.

Rey Arnold requested an additional \$2,000 in advertising to bolster lagging ticket sales. Jack Boggess moved the Board approve for the request. Gordon Mendenhall seconded. Motion carried.

Del Wallengren pointed out that the Board should have a more definite financial report which included a projection of gross expenses, and bottom line for the month and for the season. He suggested costing payroll schedules, etc. as a better means of control. Lowe Ashton agreed to review and evaluate costs and report to a special budget meeting of the Board of Directors set for Thursday, June 20, 1974, at 5:30 P.M. at the Ashton Oil Office.



HEBER CREEPER

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MINUTES BOARD OF DIRECTORS MEETING

June 20, 1974

PRESENT: LOWE ASHTON
W. R. BUDD
R. R. GREEN

JAMES RITCHIE
DEL WALLENGREN

Lowe Ashton gave an analysis of revenues and key expense items for the period through June 18, 1974 compared to the same period in 1973:

As Rey had reported, our revenue problem is in the area of ticket sales. Sales for 1974 (June 1-18) are leading 1973 by a scant 5.9% while total gross sales are a significant 53% ahead for the same eighteen day period. Lowe pointed out this was attributed, on the negative side, to the fact that people were just not on the move. On the positive side, our program of one-on-one selling is carrying us. Our dollar sales per customer are much better. Wager, a key expense category ran \$32,000 through June in 1973 and would probably be about the same for 1974. However, this reflects a significant savings for 1974 when you consider we have been in daily operation since April 30, 1974 and have two new entities -- Bridal Veil Falls and the NIGHT TRAIN. Lowe felt out-of-state customers were more scarce this year and that we would be conducting some on-train surveys to verify this.

Del Wallengren reported a gross sales figure of \$4,000 so far in diner and lounge income. He indicated we needed to fill the day diner to come out. He further reported he expected to do better on the Day Diner than the NIGHT TRAIN.

Lowe suggested we expand the NIGHT TRAIN by one or two nights a week. Rey pointed out we risked (1) operating expense, (2) obsolescence of printed material, (3) scarcity of personnel, and (4) lack of advertising budget. Del indicated he was ready. Lowe suggested we promote the additional nights through local motels and Prebie the train ride to tourist related business people with Del kicking back \$2.00 each. Jim Ritchie moved we expand to Thursday for a few weeks with continuous evaluation. R. R. Green seconded. Motion carried.

Master Concessionaires

Condominiums along track
Horse Trails along track to State Park
Stables behind.

Ski lift to Bonanza -

Restaurant

Train from Provo to Park City
& tie in to Union Pacific -

Industrial Park spur in Heber

Ski Shop

Summer - Winter Cultural arena

Tie in - Ski mobile trips

" " Horse Races, Rodeos, & Ruminations

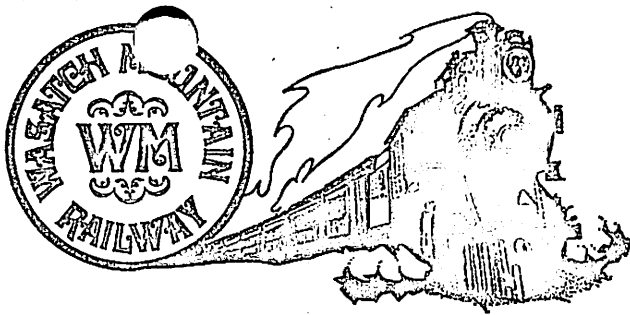
Art exhibits -

Names of mines -

" " Mountains.

Mine train

Future Olympic games.



aug 14/1974

HEBER GREENER

P.O. BOX 69, HEBER CITY, UTAH, 84032

PHONE: (801) 654-2621

HEBER GREENER, INC.

MINUTES OF BOARD OF DIRECTORS MEETING

August 14, 1974

PRESENT: LOWE ASHTON
GORDON HENDRICKSON
J. R. EDWARDS
R. R. GREEN
BOB WASHINGTON
C. H. NIELSEN
JAMES HILGREN
J. D. ROBERTS

ALSO PRESENT: BOB ARNOLD

Bob Arnold read the minutes of the previous meeting held June 10, 1974. Gordon Hendrickson moved the minutes be approved as read. Bob Washington seconded. Motion carried.

Lowe Ashton reported that out of state patronage was creeping up according to our spot surveys.

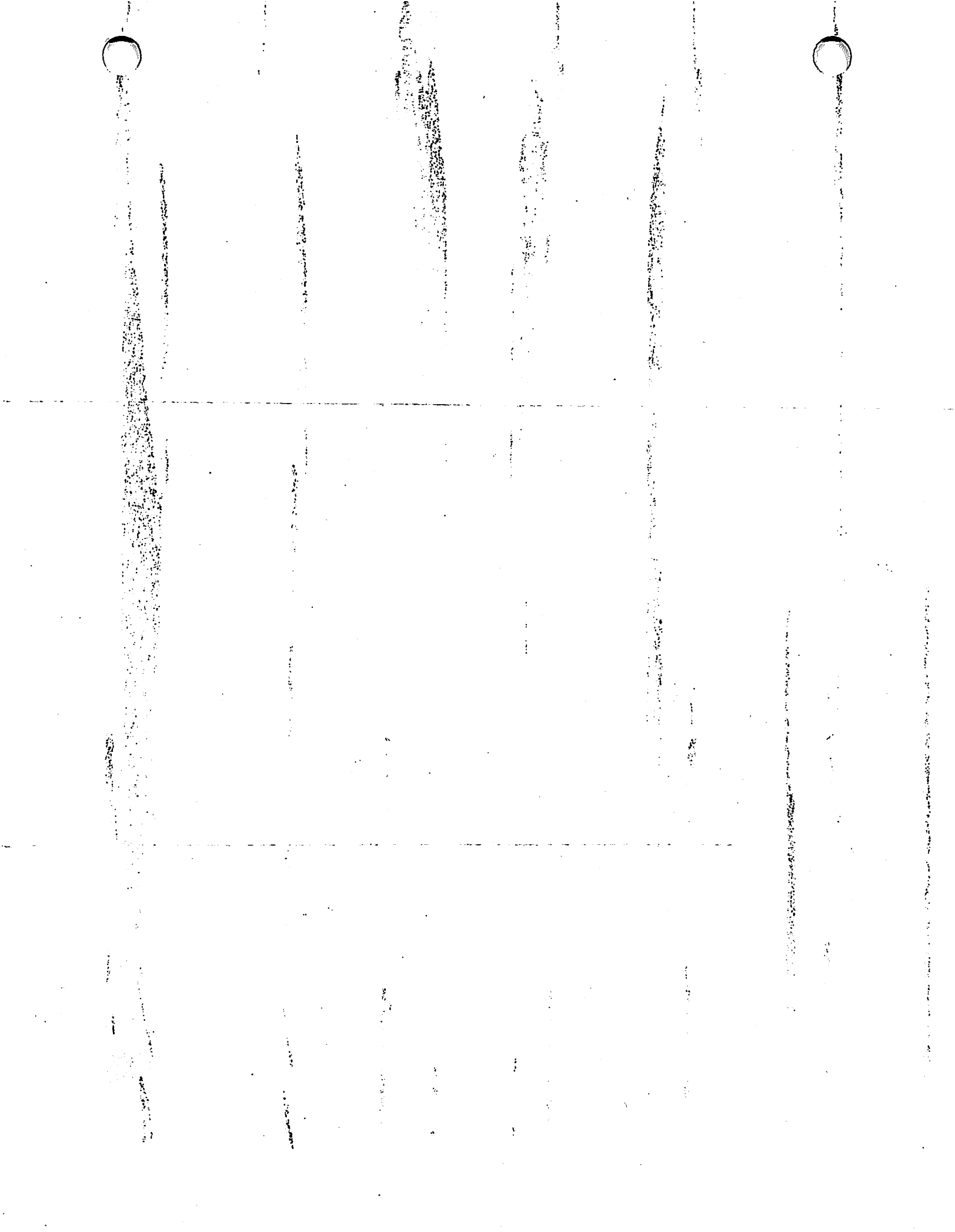
Lowe Ashton indicated that our decision to expand the Night Train to Thursdays without an increase in advertising budget was going to be a disaster financially.

Mr. Ashton reported that our late presentation and request to suspend whistling at the highway crossing on the Night Train were still pending. He indicated the City may be interested in installing a remotely operated crossing arm.

Lowe Ashton reported some costs on the proposed winter operation of the NIGHT TRAIN as follows:

1. To operate as is at 50% capacity would generate \$51,000 in gross and cost \$30,000 to run plus \$25,000 to winterize.
2. To double the capacity and run at 100% of capacity would generate \$55,000 in gross, cost \$40,000 to operate and an additional \$41,000 to prepare in addition to winterize.

C. H. Nielson suggested we look into the kitchen doors at Hardy's.



Love reported that he was still entertaining potential investors from California and Tennessee.

Ray gave a brief financial report, indicating an operating profit for the month of June, additional profit in July, and a year-to-date profit as of July 31, 1974. He reported that the loss of a day's revenue on August 2, 1974, had hurt August, but that gross sales were 60% ahead of one year ago as of August 15, 1974.

J. H. Edwards expressed the opinion that a weak maintenance program was responsible for the break down. Gordon Mendenhall questioned whether we could hire good professional help. The consensus was that for a seasonal operation, we probably had the best help available. Maintenance remains a continuing problem.

J. H. Edwards reminded the board that the museum must pay \$6,500 for fuel #25 by December 31, 1974.

Ray Arnold indicated the note on the company tractor would be due and payable on October 20, 1974. It was suggested we explore a lease/purchase arrangement on this piece of equipment.

James Rittonie suggested we pre-pay the SBA note for the winter as of September 1, 1974, to save the interest.

Del Wallengren discussed the problems of a winter operation and made the motion that the Creeper not run during the Thanksgiving - March period. The motion failed for lack of a second.

Gordon Mendenhall assigned Ray Arnold and U.H. Nielson to put some figures together for the September 5, 1974, board meeting on winterization costs so that a decision on winter runs can be made.

Ray Arnold reported that we had placed our insurance with U.S.F. & G. through Gordon Mendenhall. He felt the coverage was good, the rate competitive, and the prospect of service was good.

Gordon Mendenhall reported on the Dana petition and the meeting with the City Council. He indicated with few exceptions, the Creeper is well received. The fear is that Dana may arouse some fanatic WAAer and cause us grief.

James Fitchie reported on a September weekday promotion for the valley being undertaken by the Chamber of Commerce. Basically the plan is to offer a two-night, three-day vacation. The plan is to be promoted jointly by the Chamber and Mountinland. It includes "seed money" for winter promotions. He requested we run the Creeper during the week to help the promotion.

Del Wallengren reported that because of help problems, he probably wouldn't run the diner during September day runs.

James Ritchie moved that we run the 11:00 A.M. train seven days per week with or without the diner during September. R.R. Green seconded. Motion carried.

James Ritchie moved for adjournment. R. R. Green seconded. Motion carried.

